



CALPEEK

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TORT WARS: THE TV AD BLITZ IS ALMOST READY.

Editor's note: This week we'll look at strategy, money and present what sources think is a *possible* scenario for what we'll soon be seeing on TV. Of course, we're talking about *Tort Wars*, Props. 200, 201 & 202 --- the trio of "reform measures" placed on the Mar. 26th ballot by The Alliance to Revitalize Calif. Here's our brief update & analysis...

...Although there are 3 tort reform initiatives on the upcoming ballot, there are some who suspect that the key Alliance backers, mainly *Silicon Valley* business execs, are really only interested in Prop. 201. This measure is aimed at curbing class action shareholder lawsuits. Put another way, the Alliance is trying to stop well known San Diego attorney Bill Lerach, a national leader in filing such lawsuits, which typically target hi-tech companies. In other words, Prop. 200 (no fault auto insurance) and Prop. 202 (limiting attorney's contingency fees) are little more than *window dressing* aimed at *distracting* the Consumer Attorneys of CA (the opponents) and *expanding* the base of support, which it seems to have done, to the credit of the Alliance...

...Some speculate that the Alliance's strategy is to get CAOC to fire away at no-fault and contingency fees, while not focusing all that much on the more complex and less-sexy shareholder action initiative...

...The NO on 200, 201 & 202 TV ad campaign is just about ready to go. Our sources believe the initial ads will be divided into two spots: 1) an ad blasting no-fault; and 2) a combo spot, bashing 201 & 202 at the same time. Just speculation, because media/TV consultant Bill Carrick doesn't want to give away the game plan. One thing is known: the NO side has a ton of money. As of 12/31/95, the NO side had raised \$2.9 million and had \$357,155 cash-on-hand. And \$2.5 million was spent for "TV/media." Our sources say that in

the last month that figure has now **doubled** --- so a 1st flight of TV ad buys could be more than \$5 million...

...How is the Alliance doing? They reported total contributions of \$3.76 million, with \$258,074 c-o-h. Much of the money raised by the Alliance was spent during the qualification drive. The big question is whether the Silicon Valley execs will fork over more money to give the Alliance the necessary TV punch? Proponent Tom Proulx already gave the Alliance around \$255,000...

...FYI: With the voters still largely unaware of the early March primary, we suspect there hasn't been any major shifts in public opinion. The Field Poll (done in early December) showed the YES side ahead on all 3 measures, but the level of awareness was very low. Stay tuned...

CA SENATE RACES: A BRIEF LOOK AT 3 PRIMARIES.

Editor's note: This week CALPEEK will focus on primary battles in State Senate districts which will **war zones** in November. Here's our update & analysis...

☒ **21st S.D.** - This Glendale/Burbank/Pasadena senate district is regarded a *ripe turf* by the Demos in November, but that may be wishful thinking. The lone Demo is former federal prosecutor Adam Schiff, now in private practice. He ran unsuccessfully against GOP Assemblyman James Rogan in '94, but impressed lots of political insiders. On the GOP side, the field is divided into 2 tiers. In the top tier are Assemblywoman Paula Boland; Pasadena businessman Robert "Bob" Oltman; and Pasadena businessman/educator/policeman Wilbert L. Smith, who is a big school voucher supporter. In the second tier is school board member Sharon Beauchamp, well-liked, but without the resources. Boland has backing from GOP Senate Leader Rob Hurtt, but *moved into the 21st to run*. Our sources

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think this is a big negative which will be exploited by her rivals. Oltman has *deep pockets* and surprised both Smith and Boland by capturing the endorsement of the local chapter of the CRA, the conservative grass roots organization. We'll call it a toss-up for now, but Oltman has the resources to win...

☒ **39th S.D.** - This is the San Diego area seat now held by Lucy Killea, the independent who more often than not votes with the Demos. Republicans have long had their eye on this seat and it's a *top target*, despite the fact Demo Assemblywoman Dede Alpert is regarded by most insiders as a very strong candidate. Many think she'll hold this seat for the Demos in November. On the GOP side there are two candidates: businessman Joe Dolphin and businessman/educator/attorney Steven C. Knoblock. The problem facing the GOP is that neither candidate is regarded as strong as businessman Steve Francis, who put \$300,000 of his own money into the race, but withdrew when GOP king-makers couldn't clear the field to avoid an expensive and messy primary. Assemblyman Jan Goldsmith(R) also looked briefly, but backed away. For the primary, our sources believe Dolphin may have an edge...

☒ **27th S.D.** - This is the Long Beach/Southeastern L.A. Co. district now represented by moderate GOPer Bob Beverly. Like the 21st S.D., this seat has the potential to go in either direction in November --- but our sources think it will remain in GOP hands, unless there's a major shift in attitudes. On the Demo side, Long Beach businessman/university educator Brian Finander faces former Demo Assemblywoman Betty Karnette in the primary. Finander ran a strong race against Beverly in 1992, but our sources think Karnette has the clout to win the primary. On the GOP side, there are two candidates on the ballot and a write-in. On the ballot are Bellflower Assemblyman Phil Hawkins and Long Beach businessman Frank Colonna, who made a very strong showing in the L.B. mayor's race a few years ago. The write-in candidate is attorney Nick Tonsich of Rolling Hills. Most CALPEEK sources give an edge to Hawkins, but he's got some vulnerable spots. GOP and real estate interests spent lots of money getting Hawkins elected to the 56th A.D., only to see him leave after his first term. So there are some *campers* who aren't real happy with Hawkins. Colonna is trying to exploit this, but he doesn't seem to have the resources at this point. Stay tuned...

THERE ARE TWO COMPETING GAMING MEASURES TRYING TO MAKE CALIF.'S NOVEMBER 5th BALLOT.

Editor's note: Although we've written extensively about the *class III gaming* proposal by Palm Springs developer Mark Bragg, there is a second measure which has been given the OK to collect signatures. Here's a brief update & analysis...

...Bragg's initiative, which would set up a CA Gaming Commission to oversee gaming (card clubs/casinos) and allow slot machines at Bragg's Palm Springs card clubs (not yet operational), is on the street. CALPEEK sources say he's got the money to get this measure off the ground. He's paying American Petition Consultants (Mike Arno) about 50 cents per name, according to our info. He'll need 1.15 million names by April 19th to qualify for the Nov. 5th ballot. With Arno, and some luck, he might make it...

...The other measure is sponsored by long-time casino advocates Robert Wilson and attorney John Brown of Oxnard (805)983-2238. Their initiative is titled ***Casino Gambling Pilot Project***. It's a constitutional amendment and they have until June 17th to collect 693,230 signatures. They haven't formed a committee, so there is no financial report on file as yet. This measure would allow class III casino gaming for the City of Adelanto and for the Bishop Paiute Reservation, where there's an existing Indian card club. The Class III operations would have a 28-year life span. The amendment also would create a gaming commission, appointed by the governor. To fund the signature qualification drive, Wilson & Brown say they have obtained 10 gaming licenses from the City of Adelanto. It's their intent to sell the licenses to raise money. No word yet on any sales. Both men have been pushing this or similar casino proposals for nearly 30 years. Stay tuned...

U.S. HOUSE RACES: ANOTHER CALPEEK UPDATE.

Editor's note: Here's a brief update about 3 U.S. House primary races...

☒ **49th C.D.** - In this Demo primary to pick a challenger to battle U.S. Rep. Brian Bilbray(R-Imperial Beach) this November, the two main contenders are Peter Navarro, who has run for mayor, city council and board of supes --- coming close all three times, but never a winner; and Nancy Casady, a businesswoman and daughter-in-law of the late Simon Casady, co-founder of the CDC. A third candidate is businesswoman

Marcia Tremblay. Navarro waited until former Congresswoman Lynn Scheck(D) officially bowed out, and this probably cost him some support. Navarro has very high name ID (98%), but he's also got high negatives (40%). Although Casady is almost totally unknown, she won the CDP endorsement. The San Diego Labor Council endorsed both. Our sources say Navarro is the frontrunner for now...

☒ **1st C.D.** - In the Demo primary to see who takes on U.S. Rep. Frank Riggs(R-Napa), a survey for Michela Alioto conducted by Fairbank Maslin Maullin shows a very tight 3-way race between the top female Demo contenders, with the two "guys" out of the running. Sample size 500 likely voters, mid-to-late January: Alioto 11%, Monica Marvin & Carol Ruth Silver both at 7% --- and 69% undecided...

☒ **50th C.D.** - In the Demo primary between U.S. Rep. Bob Filner(D-San Diego) and San Diego Councilman Juan Vargas(D), a poll commissioned by Vargas and conducted by his consultant (Larry Remer) of 480 random, likely Demo voters shows: Vargas 41.4%, Filner 32.8% --- the rest undecided...

☒ **27th C.D.** - In the Demo primary, U.S. Rep. Howard Berman(D) has endorsed former SAG president Barry Gordon over businessman Doug Kahn. Gordon also has won endorsements from COPE, the CDP and PORAC. Stay tuned...

CA INITIATIVE UPDATE: MONEY VERY TIGHT FOR MARCH INITIATIVES. DEADLINE NEARS FOR CCRI.

Editor's note: Here's a brief update on the financial condition of various committees who are supporting or opposing statewide ballot measures this coming Mar. 26th. These figures are as of 12/31/95, meaning more money has come in since these reports, but the overall conclusion is the same: *money is very, very tight*...

■ **Prop. 192** - \$2 billion seismic safety bond measure, backed by Californians for Safe Highways & Bridges. Total raised \$325,750; cash-on-hand \$237,750. There was no opposition committee report...

■ **Prop. 197** - This is the statute which would repeal Prop. 117 of 1990 (CA Wildlife Protection Act), meaning that the mountain lion's status as a specially protected mammal would be repealed. Californians for Balan-

ced Wildlife Mgt.(YES) reported \$62,280 raised, with \$38,691 c-o-h. The NO side (Calif. Wildlife Protection Coalition) reported \$126,234 raised, with \$41,834 c-o-h. Russo Marsh + Raper is managing the YES side, with Don Fields on the NO side...

■ **Prop. 198** - This is the Open Primary Initiative. The YES side, known as Californians for an Open Primary, reported \$160,892 raised, with \$101,975 c-o-h. The NO side wasn't even in existence last year...

■ **Prop. 203** - Californians for YES on 203, the support group backing this \$3 billion school bond measure, was recently formed and so there is no report...

...CCRI Update - Backers of the CA Civil Rights Initiative, which would do away with affirmative action, have a Feb. 21st deadline. In order to qualify this constitutional amendment, supporters need 699,230 signatures --- meaning they really need 1.2 million signatures to insure qualification. As of 12/31/95, CCRI raised a total of \$883,384, with \$59,294 c-o-h. Sources tell CALPEEK that CCRI is paying about \$1 per signature. It will be close, but these same sources predict CCRI will qualify for the Nov. 5th ballot. Stay tuned...

COUNTY INITIATIVES: MORE LOCAL MEASURES.

Editor's note: Here is Part IV in a continuing series of brief updates about local ballot measures...

☒ Measure A - Santa Barbara - An environmental coalition qualified this local measure modeled after the successful initiative which was approved by voters in neighboring San Luis Obispo Co. some years ago. If you guessed that the subject was oil drilling, you win a prize. Simply stated, any offshore slant drilling has to be done in two designed zones in the county. If the slant drilling is to be done other places, it requires a countywide vote. Not much opposition at this point. The YES side is being managed by Cathy DuVal...

☒ Measure T - Ventura - Both sides in this battle over a proposed landfill (dump) site in Weldon Canyon have money. The YES side, which wants the landfill, goes by the name of Ventura Citizens for Environmental Solutions. The San Diego-based Primacy Group is in charge...

CALPEEK'S '96 DIRECTORY OF CAMPAIGN CONSULTANTS

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CALPEEK's INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

◆ **Water Warriors Take Note** - TNT Cable TV will begin filming a TV-movie based on Margaret Leslie Davis' best-selling bio of William Mulholland, the engineer who built the L.A. Aqueduct. The TV-film is called, "Rivers In the Desert."...

◆ **Ducking for Cover** - You might be surprised who voted YES and who abstained when AB 1982 by GOP Assemblyman Pete Knight came up for a vote. This is the bill that forbids Calif. from recognizing **same-sex marriages** sanctioned by other States. Voting YES were Demos Willard Murray, Mike Machado and Sal Cannella. Abstaining were GOPers Marilyn Brewer, Bruce McPherson and Jim Cunneen --- all moderates on social issues. Also ducking was Curtis Tucker(D-Inglewood). Why would Murray vote YES? Answer: he's much more conservative on some social issues than his Demo colleagues. In addition, Murray's got a tough special election in the 37th C.D. Who are the likely voters in the 37th C.D.? Lots of churchgoers & seniors, many of whom hold these same values...

◆ **Buffoonery in the Desert** - As reported in the L.A. Times, Assemblyman Jim Battin(R-Palm Desert), who faces a potentially tough reelection fight November 5th against former Demo Assemblyman Steve Clute of Riverside, had to suspend district director Chris Brown for 2-weeks without pay after it was disclosed that Brown wrote a **phony** Dec. 26th letter to the editor (Palm Springs Desert Sun) attacking a local school board member who was critical of Battin. How did Brown get caught? He listed his own telephone number on the phony letter. Haven't we heard something like this before???

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● CA HMO regulator Gary S. Mendoza will join L.A. Mayor Richard Riordan's administration as deputy mayor in charge of economic development...

● Correction from last week: the address for Dan Siwulec Communications Marketing is 11818 Courtleigh Drive, Ste. 204, L.A. 90066...

● Attorney Cynthia McClain-Hill and three other attorneys have formed McClain-Hill, Cornwell, Chao & Schropp, 700 S. Flower St., L.A. 90017. ☎ (213) 892-6311...

● Cathie Bennett Warner has joined the S.F. office of Burson-Marsteller as the office's Director. Previously she was a VP/GM of The Tierney Group in S.F...

CALPEEK'S MARKETPLACE NETWORK

● **Gannett Outdoor**, the largest outdoor advertising company in North America, is expanding its Los Angeles Public Affairs Department. We seek to hire 2 individuals to help increase our Southern Calif. market share through securing new outdoor advertising sites and all necessary permit approvals. These Public Affairs Representatives also will establish relationships with government officials and regulatory agencies, monitor legislation affecting the Company, and coordinate public relations campaigns. Ideal candidates will hold B.A. degrees, with proven expertise in government affairs and media relations; excellent communication and organization skills; energetic self-starters; computer literate. Send resumes to Pam Anderson, VP Public Affairs & Asset Management, Gannett Outdoor, 1731 Workman Street, Los Angeles, CA 90031...

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